

I CLAIM:

1. In a method that includes:

presenting a physical object to an optical sensor;

discerning from optical sensor data an identifier associated with the object;

5 transferring the identifier to an indexing system; and

determining from the indexing system an internet address corresponding to said object;

an improvement comprising:

10 sending user data to a master system, the user data providing information

related to user location

at said master system, identifying an indexing system close to the user; and

transferring said identifier to said identified indexing system.

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